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FAX NUMBER: (703) 872-9306
FROM: JOHN P. O'BANION
RE: 09/737,274
SON5180.02A

CERTIFICATE OF FACSIMILE TRANSMISSION (37 CFR 1.8)

I hereby certify that the enclosed:

AMENDMENT (19 PAGES)

are being facsimile transmitted to the United States Patent and Trademark Office (Fax No. 703 872-9306) on
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JOHN P. O'BANION
(Type or print name of person signing certificate)

(Signature)

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/737,274 Confirmation No.: 7901
Applicant : L. MICHAEL MARITZEN ET AL.
Title : AUTOMATED USAGE-INDEPENDENT AND LOCATION-
INDEPENDENT AGENT-BASED INCENTIVE METHOD AND
SYSTEM FOR CUSTOMER RETENTION
Filed : 12/12/2000
TC/A.U. : 3621
Examiner : ELISCA, PIERRE E.
Docket No. : SON5180.02A
Cust. No. : 36813

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22213-1450

RESPONSE

Dear Sir:

This communication is in response to the non-final Office Action mailed
02/17/2004.

Amendments to the Claims are reflected in the listing of claims which begins on page
2 of this paper. No claims have been amended.

Remarks/Arguments begin on page 7 of this paper.

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